

CITY COUNCIL MAJOR GOALS

Fiscal Years 2019-20 and 2020-21

The City of Mountain View has many critical services, programs, and projects under way to fulfill its mission and help make Mountain View a great community in which to live, work, visit, and play. These efforts will continue. In addition, through a deliberate goal-setting process, the City Council has identified the following four major goals and specific projects to fulfill them to emphasize during the next two years. In pursuing these goals, the City will work collaboratively with its regional partners in order to enhance the quality of life for all Mountain View residents.

GOAL I: PROMOTE A COMMUNITY FOR ALL WITH A FOCUS ON STRATEGIES TO PROTECT VULNERABLE POPULATIONS AND PRESERVE MOUNTAIN VIEW'S SOCIOECONOMIC AND CULTURAL DIVERSITY.

New Projects

- Hold a Study Session on displacement and net loss; develop a work plan for any desired follow-up actions.
- Develop and consider an ordinance to address wage theft and responsible construction.
- Hold a Study Session on service gaps related to homelessness.
- Develop and consider a Community Workforce Agreement.
- Explore opportunities to partner with school districts to enhance after-school programs.
- Work to ensure a complete count in Census 2020.
- Provide City-led/-sponsored Know-Your-Rights Workshops.
- Present an Oversized Vehicle Ordinance with possible future phased options and implement as appropriate.
- Declare a housing emergency, develop a safe parking ordinance, and pilot more flexible, safe parking projects in Mountain View and regionally in cooperation with the County, community colleges, and the private sector.

- Continue providing outreach associated with linking the unstably housed and homeless to services and housing.
- Implement a Safe Parking Program to include temporary use of a Shoreline at Mountain View lot through March 2020 and the use of a City-negotiated lot.
- Create a dedicated space in the Library with information from the United States Citizenship and Immigration Services about becoming a U.S. citizen and develop a Library web page with links to this information.

Projects Continuing from Fiscal Year 2018-19

- Continue to collaborate with regional partners to fund and/or improve awareness of and access to information and referral resources for immigrants, particularly for mixed-status families.
- Continue a pilot to apply a Human Rights City analysis framework to selected projects.

GOAL II: IMPROVE THE QUANTITY, DIVERSITY, AND AFFORDABILITY OF HOUSING BY PROVIDING OPPORTUNITIES FOR SUBSIDIZED, MIDDLE-INCOME, AND OWNERSHIP HOUSING.

New Projects

- Hold a Study Session to explore modifications to CSFRA for the 2020 election.
- Develop strategies for middle-income persons to afford different housing types.
- Examine and potentially develop an ordinance that controls mobile home park space rents and addresses other issues.
- Develop a City-led Gateway Master Plan for the North Bayshore Area.
- Update City documents, including the Density Bonus Ordinance, to implement new housing laws.
- Facilitate the development of affordable housing at the Santa Clara Valley Transportation Authority (VTA) Evelyn Avenue Site.
- Facilitate the planning/entitlement and building permit process for Lot 12.
- Review and propose revisions to the R3 Zone standards that consider form-based zoning, incentivizing stacked flats, and updated rowhouse guidelines.
- Work with the Mountain View Whisman School District to explore the possibility of the District acquiring the Shenandoah property and the opportunity for shared uses and affordable housing on the site.

Projects Continuing from Fiscal Year 2018-19

- Continue to market and coordinate the Request for Proposals process for Lot 12.
- Continue to conduct a Community Benefit Financial Study for Gatekeeper applications.
- Continue the East Whisman Precise Plan.
- Continue the Soft-Story Seismic Retrofit Program.

GOAL III: DEVELOP AND IMPLEMENT COMPREHENSIVE AND INNOVATIVE TRANSPORTATION STRATEGIES TO ACHIEVE MOBILITY, CONNECTIVITY, AND SAFETY FOR PEOPLE OF ALL AGES.

New Projects

- Complete the Traffic Operations Center feasibility study and develop an implementation plan for making Mountain View a “Transportation Smart City.”
- Develop and implement a plan to prevent commercial parking from spilling into residential neighborhoods, including a review of the qualification requirements of the Residential Parking Permit Program to facilitate the establishment of Residential Parking Permit Zones.
- Develop a Citywide Transportation Demand Management Ordinance.
- Revisit the Neighborhood Traffic Management Program to determine and implement measures to further calm traffic.
- Develop e-scooter regulations.
- Complete the Castro Pedestrian Mall Feasibility Study.
- Explore opportunities to partner with Sunnyvale and secure grant funding for expanding the Stevens Creek Trail into Sunnyvale.
- Conduct a Shuttle Study.

Projects Continuing from Fiscal Year 2018-19

- Continue to develop a comprehensive modal plan that would involve the VTA, Caltrain, major employers, etc., and include a funding mechanism.
- Continue to implement the Transit Center Master Plan.
- Continue to implement the Vision Zero Policy/Program.
- Continue to implement Downtown Parking Long-Term Solutions—Shared Parking Agreements and Paid Parking Study.
- Continue to solicit input and collaborate with neighbors to develop a regional bike route from Redwood City to Mountain View.

- Continue the Short-Term Downtown Parking Pilot Programs (Ridesharing/Valet Attendant Assist).
- Continue the Citywide SB 743 Implementation (California Environmental Quality Act Level of Service Vehicle Miles Traveled Change).
- Continue El Camino Real Streetscape Guidelines.
- Continue the Feasibility Study of Automated Guideway Transportation System.
- Continue the design, permit, and construction of Castro Street/Moffett Boulevard/Central Expressway near-term improvements (CIP 16-40).
- Continue the design and construction of Shoreline Boulevard interim bus lane and utility improvements (CIP 16-58 (design) and CIP 18-43 (construction)).
- Continue to develop the Castro Street Bicycle Lane Study.

GOAL IV: PROMOTE ENVIRONMENTAL SUSTAINABILITY AND QUALITY OF LIFE FOR THE ENJOYMENT OF CURRENT AND FUTURE GENERATIONS WITH A FOCUS ON MEASURABLE OUTCOMES.

New Projects

- Update the Community Tree Master Plan and review existing guiding policies and ordinances in coordination with the update.
- Consolidate and update existing plans into a comprehensive wildlife and habitat management plan.
- Explore opportunities to build/encourage additional EV charging stations.
- Work through ESAP projects.
- Develop alternative carbon offsets.
- Review and consider amendments to various aspects of the Downtown Precise Plan, with the work phased to prioritize preserving the character of the downtown core and preventing, to the extent possible, preemption by State legislation.
- Incorporate yearly targets for greenhouse gas reduction into ESAP.
- Implement the Public Services Study actions, including population updates, study of Police staffing levels, and Fire Community Risk Assessment.
- Modify existing bird-safe design codes.

Projects Continuing from Fiscal Year 2018-19

- Continue to Participate in South Bay Salt Ponds project in conjunction with California State Coastal Commission.
- Continue to Establish North Bayshore—District Sustainability Performance Measurements.
- Continue the Greenhouse Gas Reduction Program and Citywide Traffic Model Update.

COUNCIL-DIRECTED PROJECTS UNRELATED TO GOALS

New Projects

- Hold a Study Session and develop a small business strategy.
- Hold a Study Session to identify objectives and resource needs for the City to take a more active role in addressing State and Federal actions that impact local control.
- Review and update the Park Land Dedication Ordinance.
- Review and update the Historic Preservation Ordinance.

Projects Continuing from Fiscal Year 2018-19

- Continue to work with the Visual Arts Committee to encourage public art.
- Continue to work with County and State officials and stakeholders, including business, to explore options to develop regulatory code language addressing location and separation/setback requirements for on-demand mobile fueling that meet the interest of public safety and health.

MG/6/MGR
612 07 31 19MG